

**What is Claimed is:**

1. A method of selecting a channel of interest from a plurality of communication channels which carry audio or video information, comprising:

5 extracting image or sound characteristic data from said audio or video information;

searching for specific content of interest based on said image or sound characteristic data;

and selecting a channel based on said content of interest;

10 2. A method according to claim 1 where said characteristic data is stored on at least one server computer;

3. A method according to claim 1 where said selected channel is displayed on at least one client display;

4. A method according to claim 2 and 3 where client and server communicate via the Internet protocol (IP)

15 5. A method of tuning to a channel of interest from a plurality of channels received by receiver device, using an Internet-enabled computing device, comprising:

20 creating a correspondence between broadcast channel signals received by said receiver device and channel characteristic data stored on at least one Internet site;

searching for specific content of interest based on said channel characteristic data;

selecting a channel based on said content of interest;

25 and tuning said receiver device to said selected channel.